

# MARWIC

## T · I · M · E · S

MID-ATLANTIC REGION SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS, AND CHILDREN

### PENNSYLVANIA'S ERIE COUNTY WIC HOSTS A VISIT WITH USDA OFFICIAL

By Debora A. Jamison, WIC Director  
and Anita Smith, Outreach Coordinator  
Erie County WIC Program

**U**NFHC Erie County WIC Program received a visit on June 26, from an official with the U.S. Department of Agriculture, Kevin Concannon, Under Secretary for Food, Nutrition and Consumer Services. He met with Debora Jamison, WIC Director, and toured the WIC office

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**MEMORABLE MOMENT** — Taking a break from the day's events are (left to right) Theresa Wirtner, CLC, Erie County WIC Nutrition/ Breastfeeding Education Coordinator; Debora Jamison, WIC Director; Kevin Concannon, USDA Under Secretary; Samella Hudson-Brewton, JFK Center Executive Director; and William S. Jeffress, Erie County WIC Board President.

### NEW VIRGINIA WIC OFFICE OPENS WILLIAMSBURG/JAMES CITY AREA

**V**irginia's Williamsburg WIC office (along with the entire Williamsburg Health Department) moved to a new facility in June. The new facility is located at 4095 Ironbound Road, Williamsburg, VA.

The building is in a central location that is more easily accessible to clients as it is near a bus line. The grounds are well maintained, aiding to a complete feel of the new work environment. The interior of the building is much more spacious, with natural lighting to enhance the new features and newly acquired office furnishings. A large conference room, employee restroom and an employee break room are shared with the other departments located on the first floor. WIC clients compliment the offices daily and express how much they like it. We are really enjoying the well-defined WIC only space! ■

### JERSEY CITY WIC CELEBRATES DIVERSITY AT PUERTO RICAN HERITAGE PARADE

By Deborah M. Murray, Director  
Jersey City WIC Program

**T**he Jersey City WIC Program celebrated boricuén pride during the 52nd annual Puerto Rican Heritage Parade, which was held on August 5. Spirits were high along the two-mile parade route and hundreds of people enjoyed the festivities, including food, salsa music, cultural diversity and camaraderie. The WIC staff distributed outreach flyers inviting pregnant, breastfeeding women and children up to five years old to our new location. ■



**CELEBRATING CULTURE** — Jersey City WIC staff walk with pride during the Puerto Rican Heritage Parade.

### FALL 2012

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**NEW DIGS** — This office houses the new Williamsburg WIC office.



## NEWS FROM THE USDA: "THE SCHOOL DAY JUST GOT HEALTHIER;" HELP SPREAD THE WORD TO WIC GRADUATES

By Sally Jacober-Brown, Public Affairs Specialist, MARO

Big changes are coming to a school cafeteria near you this fall! *The School Day Just Got Healthier* will reach kids with higher nutrition standards and will reach school districts with an additional 6-cent reimbursement per lunch served. The school day will be a healthier day, with more exercise, nutrition education, and healthier meals.

Children will now be offered both fruits and vegetables at each lunch, and over the course of the week meals will incorporate different kinds of produce — including bright red and orange, dark leafy green, and cooked beans and peas. At least half the grains offered will be "whole grain rich," and all milk choices will be skim or low-fat. *The School Day Just Got Healthier* gives WIC "graduates" continued access to a wide variety of healthy foods. Kids will have the energy they need to grow, play, and learn!

The Healthy, Hunger Free Kids Act of 2010 laid a strong foundation to support the Administration's goals of ending both hunger and obesity. Help us spread the word that *The School Day Just Got Healthier*! More information will be posted soon at <http://www.fns.usda.gov/cnd/healthierschoolday/default.htm> ■



## PA's Erie County WIC Hosts A Visit With USDA Official continued from page 1

at the John F. Kennedy Center.

Following a casual reception in the office, Mr. Concannon met with Mrs. Jamison, accompanied by Samella Hudson-Brewton, JFK Center Executive Director; William S. Jeffress, Erie County WIC Board President; and Theresa Wirtner, CLC, Nutrition and Breastfeeding Education Coordinator, to discuss how the WIC Program contributes to the anti-hunger efforts in Erie, PA. Mr. Concannon noted that the Farmers' Market Nutrition Program also plays a vital role in these efforts.

During his visit in Erie, Mr. Concannon also visited the Second Harvest Food Bank and enjoyed lunch with the youth in the Summer Food Service Program at the John F. Kennedy Center. He also hosted a town hall/roundtable discussion with selected community leaders at the JFK Center to talk about hunger issues and challenges facing Erie residents and how national nutrition programs will improve their health and well-being. ■



MARWIC TIMES is funded by the United States Department of Agriculture, Mid-Atlantic Region Office as a discretionary project of New Jersey WIC.

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MARWIC TIMES to your State Editor  
at the State WIC Office Address.

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Maryland.....Robert Bruce  
New Jersey .....Sylvia S. Dellas  
Pennsylvania .....Bonnie Mellott  
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## MID-ATLANTIC REGIONAL OFFICE WIC TEAM WELCOMES NEW NUTRITIONIST

By Justin Wohlsifer, MPA

As of August 2012, the Mid-Atlantic Regional Office (MARO) WIC team includes a fulltime nutritionist: Amy Holtan, MA, RD, LDN. Both a licensed and registered dietitian, and an active member of the Pennsylvania Nutrition Education Network and the Pennsylvania State Nutrition Action Committee, Amy comes to MARO WIC with a plethora of experience. She also holds a Bachelor of Science degree in Accounting from Saint Joseph's University and a Master of Arts Degree in Nutrition Education from Immaculata University.

"Amy's extensive WIC experience at the State and local levels will be a great asset to our team," said Roberta Hodsdon, Regional WIC Director. Prior to coming onboard to MARO WIC, Amy served as a Public Health Nutrition Consultant for the Pennsylvania WIC Program, as the Nutritionist and Nutrition Education Coordinator for the Chester County WIC Program, and as an adjunct faculty member at West Chester University and Alvernia College, teaching both graduate and undergraduate classes on nutrition.

When asked why she chose to work with WIC, Amy said, "I've always liked WIC, because the program places emphasis on nutrition education, and the foods prescribed are tailored to the specific needs of the participants, so after finishing my master's degree, I knew it was where I wanted to work." Outside of work, she enjoys baking, relaxing on the beach, frequenting local business, and regular trips to farmers markets.

To contact Amy, e-mail her at [amy.holtan@fns.usda.gov](mailto:amy.holtan@fns.usda.gov) or call (609) 259-5164. ■



AMY HOLTAN



## PENNSYLVANIA'S ALLEGHENY WIC FEATURES THE MILK TRUCK WITH A FLASHING RED LIGHT

By Bonnie Mellott, PA WIC State Agency, and Carol Janesko, RD, LDN, Allegheny Health Department, WIC Outreach Coordinator

Can you picture it? An old delivery truck with a huge pink breast on top and the nipple was a red flashing light! This project was designed by Jill Miller, artist and mother, for the Andy Warhol Museum last year. Even though the "Milk Truck" was an art project, it drew attention from the entire community as it traveled around Pittsburgh. The intent of the "Milk Truck" was to spread the word that nursing mothers have the need and right to feed their infants in public.

Carol Janesko, RD, LDN, Allegheny Health Department WIC Program, said the truck was something to see...especially with the red flashing nipple. One mother told Ms. Janesko a story about how she wanted to breastfeed at a local mall and was told by the guard that she would have to leave. This mall, in particular, had a reputation for asking moms to leave or go into the bathroom. The young mom called Ms. Miller, and not only did they send the van and parked it in front of the mall "FLASHING," but about 12 other nursing moms suddenly "appeared" to breastfeed at the mall. It was sort of like a "Flash Mob" of breastfeeding moms.

World Breastfeeding Week was August 1 through August 7. As a public health nutrition program, WIC supports the rights of all breastfeeding mothers and we thank entrepreneurs like Jill Miller, who knows that "Breast is Best." Ms. Janesko recently received an e-mail from Ms. Miller, who also taught at the Carnegie Mellon University School of Art last year. Ms. Miller is pulling up stakes in Pittsburgh and returning to California. No longer will we see the flashing lights of a "Breastfeeding-Sit-In!" ■



*A SIGHT TO SEE -- You couldn't miss the "Milk Truck!" Slogan on the back door – "Feeding babies everywhere!"*

## WEST VIRGINIA WIC PARTICIPANTS ENJOYING FARMERS' MARKETS ALL SUMMER LONG

Is there anything better than a juicy, garden ripe tomato? Or fresh corn on the cob? Or a sweet watermelon or cantaloupe? West Virginia WIC participants had the opportunity to enjoy many fresh, locally grown fruits and vegetables this summer by participating in the WIC Farmers' Market Nutrition Program (FMNP), which began in July.

The WV WIC Program supports and encourages increased intake of fresh fruits and vegetables through the issuance of cash value vouchers for the purchase of these foods in the grocery stores, by providing nutrition education about gardening, recipes, and preparation of fruits and vegetables, and by coordinating with the West Virginia University Extension Service and the local Farmers' Market Program to provide the WIC FMNP vouchers. Over the past several months, Randolph-Elkins WIC participants were given the opportunity to learn more about gardening, including container gardening, and were encouraged to select a packet of seeds to plant. Gardening calendars from the WVU Extension Service were also available which provided a great resource for gardening information, such as when to plant and harvest various types of produce.

According to Tammy Johnson, Nutrition Assistant, "the gardening class was very well-received. Many of our participants were interested in trying the container gardening, especially if they didn't have adequate space for an actual garden plot. They also liked the idea of getting their children involved in the process of planting and taking care of their

gardens, and they felt that it was a great way to encourage their kids to try more fruits and vegetables." Tammy also noted that "in our area, many WIC participants are already familiar with gardening" and that "it is a family tradition." Susan Foster, RD, also stated that "the idea of buying fresh, locally grown produce is very appealing to many people, and the FMNP is a great way to enable our WIC families to do just that."

The WIC Farmers' Market Nutrition Program was established in 1992 to provide fresh, locally grown fruits and vegetables to WIC participants. Eligible WIC recipients may receive FMNP vouchers in addition to the regular WIC food vouchers. The FMNP vouchers, however, can only be used at approved Farmers' Markets and the regular WIC cash value vouchers for fruits and vegetables must be used at any WIC-approved grocery store. The FMNP vouchers may be issued in amounts up to \$20 per eligible WIC recipient, not to exceed \$60. The regular cash value vouchers for fruits and vegetables allow \$6 per month for children and \$10 per month for women. The FMNP vouchers were made available beginning in July and are spendable at participating and approved Farmers' Markets through October.

WIC participants are encouraged to contact their local WIC office for more details, including the dates, times, and locations for issuance of the Farmers Market Nutrition Program vouchers. ■

## ANATOMY 101 – WEST VIRGINIA’S MID-OHIO VALLEY HEALTH DEPARTMENT WIC BUILDS BREASTS

By Jennifer Habeb, Nutritionist II, Outreach Coordinator

On June 15, WV’s Mid-Ohio Valley Health Department (MOVHD) WIC participated in their quarterly staff meeting. Aside from the usual mundane activities of your typical meeting, WIC staff engaged in a hands-on activity led by a fellow employee, Tammy Moyers, CLS. Ms. Moyers attended a regional Breastfeeding Coordinator meeting earlier in the year in which all the Breastfeeding Coordinators from West Virginia participated in a “Build-A-Breast” workshop. She decided to share her newfound knowledge of breastfeeding education with fellow personnel.

Most people have heard of the popular “Build-A-Bear Workshop” where customers assemble a teddy bear or other stuffed animal. In this activity all staff present assembled a breast instead of a teddy bear.

Staff received a brown paper bag which contained various items. The contents of this bag contained items such as plastic grapes, red yarn, blue pipe cleaner, fiberfill, and felt. Ms. Moyers explained what each item represented. For example, the red yarn strips portrayed blood vessels whereas the blue pipe cleaner symbolized nerves. In addition to learning all of the physiological components of a breast, everyone learned what role each part has in the function in producing breast milk. Then everyone began to put their breast together.

After this lively hands-on activity, a quiz was given on the anatomy and physiology of the breast. Most people did well on the quiz, and I believe everyone walked away learning something. This training did credit each staff member with one hour of breastfeeding training and provided an interesting and fun way to educate everyone. ■



*TEAM WORK — Linda Carper, OA II Roane County and Dorothy Raber, OAll Pleasants County, enjoy some laughs as they attempt to put together their breast.*



*PROUD MOMENT — MOVHD staff display their newly finished product from the Build-A-Breast Workshop.*



*ALL DONE — Tara Engle, HHR Aide, is ready to apply the finishing touches on her project.*

## DC WIC HOSTS FERIA DE SALUD EN LA COMUNIDAD LATINA

By Sara Beckwith MS, RD, LD

On June 23, the WIC staff at Children’s National Medical Center in Washington, DC participated in a summer health and wellness fair, hosted by DC Chartered Health Plan, Telemundo, and the DC Mayor’s Office of Latino Affairs.

WIC staff provided health education on breastfeeding, healthy eating, and WIC Program services. The event featured free screenings including BMI, high blood pressure, diabetes, lead and cholesterol as well as information from social service agencies, community organizations and programs offering assistance with housing, employment, immigration, counseling, and related services. TV host Penelope Menchaca of the popular TV show *Doce Corazones* (12 Hearts) facilitated a variety of games and activities for attendees, which were enjoyed by all. ■



*FUN IN THE SUN — WIC staff (left to right) Lucy Castillo, WIC technician; Sara Beckwith, WIC nutritionist; and Corixa Bran-Paz, Breastfeeding Peer Counselor, promote breastfeeding and the WIC Program in the DC Community.*



## DELAWARE HOSTS 6TH ANNUAL BREASTFEEDING CELEBRATION

The year 2012 marks the sixth Annual World Breastfeeding Celebration for the Delaware WIC Program. The event was held in Dover Downs which is centrally located in the state and attracted approximately 150 attendees.



DR. WILLIAM SEARS

The State of Delaware Director of the Division of Public Health, Karryl T. Rattay, MD MS set the stage for the Breastfeeding Celebration with the reminder that breastfeeding is the best start any parent can give their infant. She recognized the WIC Program for its breastfeeding promotion initiatives. These include the Breastfeeding Peer Counselor Program which, since its implementation in 2005, has seen the WIC exclusive breastfeeding rate for mothers who breastfeed increased from 34% to 50% as of June 2012. Additional WIC Program breastfeeding initiatives include establishing 12 breastfeeding rooms in workplaces throughout the state and for implementation of an electric breast pump loan program for WIC participants. Dr. Rattay also recognized WIC Program Breastfeeding Coordinators, Ida M. Lewis and Desiree Garcia, for several initiatives including the development of a Breastfeeding Policy (effective in 2011) for all Division of Public Health employees.

The Keynote speaker for the Breastfeeding Event was Dr. William Sears. He is the father of eight children, a practicing pediatrician, author of over 30 books on childcare and Associate Clinical Professor of Pediatrics at the University of California, Irvine, School of Medicine.

Dr. Sears was recently featured in the Time Magazine article, "Are You Mom Enough?" The Time cover photograph and article generated a lot of controversy. Dr. Sears believes children are more likely to thrive both physically and emotionally when reared in a child-centered environment that includes breastfeeding long past the first year and sharing a family bed. He then changed focus to "The Father's Role in Breastfeeding" and "The Optimal Diet While Breastfeeding." Attendees listened eagerly to his message that included tips to get more moms to breastfeed and breastfeed longer.

The WIC Program also incorporated physical activity into the event when Marianne Magee led the group in a lively session of Jazzercise. ■

## VIRGIN ISLANDS WIC CONDUCTS OUTREACH ACTIVITIES WITH A BANG

By Lorna Concepcion, MS, RD

Virgin Island WIC conducted outreach activities with new outreach materials. A colorful, tropical banner and poster were developed by local artists, and these materials were hung in strategic spots in the community. Radio and television spots were also created, using WIC participants in the TV spots, and aired for over a six-month period. Posters were and still are being distributed to local agencies and medical care providers who have access to the WIC target population.

Charlene Bastian, who coordinated the outreach activities, was innovatively even able to get a WIC banner displayed on the side of one of the carnival band trucks for this year's 60th anniversary of St. Thomas Carnival. Also during carnival time, the VI WIC Program was able to display a banner on a local Junior High School fence, which is along the carnival J'ouvert route. This meant that maximum exposure was received, as many citizens and visitors attend this event. This exposure meant that many individuals who may have been impacted by economic hardships in the territory had the opportunity to see or hear about WIC services. VI WIC Program has seen a 3% increase in participation from the beginning of the fiscal year, when the advertisements about the Program were first launched. ■

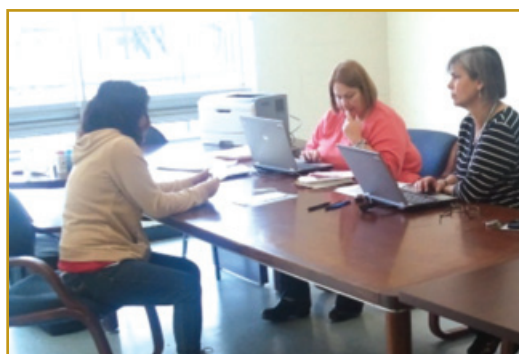


*BANNERS, BANNERS...EVERYWHERE — Colorful WIC banners can be seen throughout St. Thomas.*



## LOCAL VIRGINIA WIC AGENCIES COLLABORATE WITH HEAD START

Virginia WIC is collaborating with Head Start to make staying active with WIC easier for parents. Several health districts, including Alexandria, Rappahannock and Richmond City have set up WIC clinics at local Head Start locations (Hampton and Roanoke are scheduled to open their WIC-Head Start clinics soon). These clinics are fully functioning WIC clinics, complete with anthropometric measurements, certification/recertification and check printing. Portable equipment makes outreach easier.



*RAPPAHANNOCK WIC — Emily Church (left) and Megan Mauer*



*RICHMOND CITY WIC — Rita Sheetz (left) and Liz Snead*

Currently, Alexandria is in two Head Start sites. Staff alternate between the two sites on Thursdays. Equipment is transported between the sites and nutrition education is done with the children at the locations.

Rappahannock is in one site in Stafford, and is looking to open another site in Spotsylvania. Stafford County Head Start is allowing WIC the use of a room to set up their WIC clinic and store the equipment. This space is not only open to Head Start participants but to the community as well. The clinic operates every Monday.

Richmond City WIC travels between several Head Start sites to set up WIC clinics. Some of the sites have included high schools, community centers and a YMCA. All the equipment is transported between sites and they have been working with the Head Start Nutritionist to encourage participation. ■

## MARYLAND'S JOHNS HOPKINS WIC GUEST SPEAKER AT DV WORKSHOP

*By Rhonda Wicks, Outreach Coordinator, Johns Hopkins WIC Program*

February 15, the Maryland Network Against Domestic Violence hosted a workshop at the Hampden Family Center on connecting victims of domestic violence to benefits.

Victims of domestic violence are frequently displaced, leaving them disconnected from much needed benefits like Food Stamps (FSP), Temporary Cash Assistance (TCA), and WIC.

The workshop focused on the specific policy and practices of these programs, so that those working with victims will know how to assist their clients and reconnect them with benefits already issued, or to enroll them as new participants based on their current circumstances.

Topics relating to Food Supplement Program included Definition of Shelter, Residency and Separate Household Status, Income and Resources, Expedited Service, and Action on Changes to Former Households. Temporary Cash Assistance focused on understanding and defining the Right to Claim Good Cause. Maryland Hunger Solutions covered how to process on line applications for these services on Service Access and Information Link (SAIL). SAIL is a web-based screening and application tool that allows Maryland applicants to apply for programs including FSP, TCA and Medical Assistance.

There was a special guest speaker from the Maryland Commission for Women, who pointed to their on line resource list for Maryland Domestic Violence Service Providers, found at <http://dhr.maryland.gov/mcw/pdf/resources.pdf>. The programs listed in the resource guide include shelter, counseling, legal assistance and batterer intervention. Your communications with them are confidential. Help locating resources can be found 24 hours a day at the National Domestic Violence Hotline at 1-800-799-SAFE (7233).

Rhonda Wicks of Johns Hopkins WIC spoke to the audience of 25 attendees covering the policy and practices of the WIC Program relating to domestic violence victims. Ms. Wicks spoke about her outreach to the shelters in Baltimore City, and the challenges faced by the victims of domestic violence in accessing benefits and how to address these issues. Rhonda was joined by Pat Waddy, Johns Hopkins WIC Program Coordinator. Other WIC staff in attendance included Chanta Caldwell of Howard County, Lisa Evliss of Community Clinic, Inc., Nico Miano of Prince Georges County, and Colleen Phebus of the State Office. ■



*Rhonda Wicks (left) and Pat Waddy from the Johns Hopkins WIC Program.*

## MARWIC TIMES Calendar

- Food & Nutrition Conference & Expo. Philadelphia, PA. October 6-9.
- NJ WIC Statewide Meeting "NJ WIC: Compassionate, Competent & Committed." Elizabeth, NJ. October 19.
- American Public Health Association (APHA) 140th Annual Meeting and Exposition. San Francisco, CA. October 27-31.
- The deadline for the Winter issue of MARWIC TIMES is October 22, 2012. Please submit articles, photos and calendar events to your State editor. No Polaroid pictures. 5" x 7" digital photos (saved as JPGs, please) preferred. All photographs must include a detailed caption.



## NEW JERSEY'S NORTH HUDSON WIC PROGRAM CELEBRATES THE FIFTH ANNUAL FAIR, "SPRING INTO GOOD HEALTH"

Over the summer, the North Hudson Community Action Corporation (NHCAC) WIC Program held a luau for its fifth annual health fair, "Spring Into Good Health." It was a fun atmosphere of colorful decorations and attire of flow-ers, grass skirts, leis and Hawaiian-themed clothing. The street was filled with games and craft activities focused on nutrition, breastfeeding and physical activity. Over 400 community residents enjoyed the event, while drinking frozen fruit smooth-ies and eating snacks prepared with WIC-approved foods.

Children and adults were thrilled to spend the day participat-ing in various activities while learning about nutrition and breastfeeding. Their fun day began with making their own Hawaiian leis and visors with flowers and fruit and vegetable images. They proceeded to learn about growing vegetables by planting seeds in pots to bring home to cultivate and watch grow. The nutritionists created a great activity where participants were given an outline drawing of MyPlate and people used paints and crayons to draw the foods in the appropriate quad-rants. Children had their faces painted and arms decorated with fruit and vegetable drawings and tattoos. Learning about fruits, vegetables and good nutrition was fun, and everyone wanted to try what they learned by taking the NHCAC WIC Cookbook to use at home.

The breastfeeding table was a big hit. People were excited to play "Breastfeeding Wheel of Fortune" where participants learned breastfeeding terms along with the financial savings breastfeeding provides. Everyone was also interested in review-

ing the "Breastfeeding Celebrity Board," which showed pictures of the celebrities and famous people who have breastfed.

All fair attendees were welcome to receive free screenings of blood pressure, cholesterol and glucose levels provided by NHCAC Health Center. Many of NHCAC Health Center depart-ments and Social programs attended the event to show the com-munity the services available to them. Representatives from Hudson County programs were also invited to talk to fair atten-dees about their services. A yoga instructor from Surya Yoga led adults and children through yoga positions and also demon-strated how mothers can do yoga with their infants. Jersey City Medical Center Safety and Injury Prevention raffled off free car seats and explained proper use of them.

We would like to thank 7-Eleven, Whole Foods, General Mills, Juicy Juice, Amerigroup, Health First, and United Healthcare for donating healthy food snacks, and Horizon for the great music. We were happy to have NJ State staff Victoria Hollist, WIC Immunization/Outreach Coordinator, Mary Turbek, Public Health Representative I Lactation, and Sylvia Dellas, Nutrition Program Manager join us to celebrate nutrition and breastfeeding.

We are proud to announce that the local newspaper wrote a wonderful cover story focusing on WIC's breastfeeding efforts and how breastfeeding can affect the obesity epidemic. There was a beautiful photo of a fair attendee breastfeeding her baby on the cover of the newspaper! ■



*THAT'S SMOOTH — WIC nutritionists and staff prepared fruit smoothies and healthy snacks for fair attendees.*



*TRY IT, YOU'LL LIKE IT — Nutritionists Astrid Bernard and Betty Rojas served up fruit smoothies for fair attendees.*



*MAY I HELP YOU? — Cecilia Granados helped a fair attendee with a MyPlate craft project.*

## PUERTO RICO'S CAGUAS II WIC CLINIC HOSTS BREASTFEEDING PROMOTION

By Nydia Leon Alvarado, Nutritionist, Caguas II WIC Clinic

Puerto Rico's Caguas II WIC Clinic held a Health and Breastfeeding Fair in May. Topics included Childbirth and Breastfeeding, Birth via Cesarean Section; and Ones to Foster Skills as Speech Language Through Play. There was also a conference session on spine evaluation, given by Dr. Osuna, a chiropractor.

Mrs. Matos, the San Juan Bautista Breastfeeding Peer Counselor, discussed "Unnecessary-Cesarean," while the doula, Mrs. Elizabeth, presented "Childbirth and Breastfeeding."

There were information stations from several organizations, including the Health Reform Program, San Jorge Immunization Clinic, AFLAC Insurance Network, and the Doulas Network. ■



*BREASTFEEDING FAIR FOR ALL*

## CELEBRATING NATIONAL DAIRY MONTH IN VIRGINIA'S WAYNESBORO WIC OFFICE

June was an exciting month in Virginia's Waynesboro WIC office. We celebrated National Dairy Month by decorating the office with cows and dairy-themed items. National Dairy Month celebrates and promotes milk and dairy farmers. 98 % of the United States dairy farms are owned by families and individuals, which is important for local and U.S. sustainability. Milk is nutrient-rich and provides nine essential vitamins and minerals, including calcium, potassium, phosphorus, protein, vitamins A, D, B12, riboflavin and niacin.

There were cows all around in Waynesboro. The WIC staff offered cow coloring sheets, "Got Milk" stickers and temporary tattoos, "Dedicated to Dairy" pencils, milk and dairy activity booklets,

SUDIA milk promotion materials, and WIC milk promotion handouts. We even played the DVD "Moo, Moo, Moo a Healthy You" in the lobby for the children to watch. Every Friday, the WIC staff wore black and white clothing to show off their support for National Dairy Month. One staff member, in particular, would bring a black and white food to share, accompanied with ice cold milk, of course!

The staff made sure to incorporate the use of WIC foods that were good sources of dairy through a bulletin board display. The board highlighted the WIC-approved foods — milk in particular. It also showed the WIC purchasing guidelines for milk, nutrition information and ways to use milk in daily meal plans which also

included recipes that the participants could take home and try. A second bulletin board highlighted "Keep on Moovin'," which offered tips for staying active with pictures of cows performing physical activities.

The participants, especially the children, were very impressed with the way the office looked for the month of June. The enthusiasm from the WIC staff was exceptional and everyone enjoyed the theme. This WIC office, in particular, really enjoys having themes throughout the year, and really excels in continuing to get the clients involved as well. The children and parents have learned more about the importance of milk and what it does for the body from the positive experience that they had at the WIC office. ■



*GETTING THE MILK MESSAGE — These creative displays helped generate enthusiasm among Waynesboro staff and clients during National Dairy Month.*

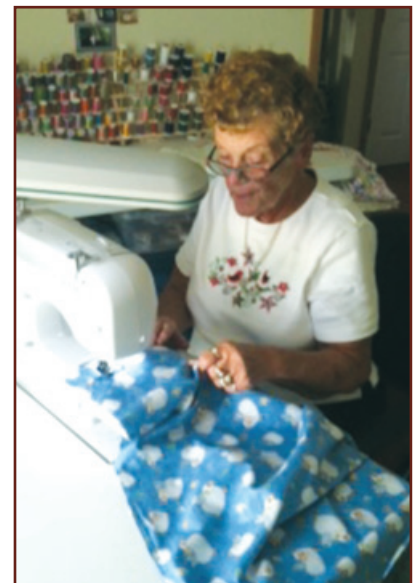
## "STITCHES OF LOVE" FOR PENNSYLVANIA'S BI-COUNTY WIC NURSING MOMS

By Laurie Huff, IBCLC, WIC Nutritionist, Outreach Coordinator

Pennsylvania's Bi-County WIC Program is always looking for new and improved ideas to encourage and support their nursing mothers and babies. Their commitment to helping nursing moms succeed, led them to a special incentive gift — nursing aprons. But they are not just any nursing aprons; they are hand-sewn with tiny stitches of love, from someone with a big heart. That someone is Lois Bittner, the mother-in-law of Bi-County's Director, Nancy Bittner. Lois was always a busy mother and grandmother. She and her husband Richard spent many happy years together traveling, camping and socializing with friends and family. Sadly, after 52 years of marriage, Lois lost her beloved Richard when he passed away in 2009.

With time on her hands, this strong-spirited woman began finding ways to help others. She started by canning homemade goods and sewing cooking aprons as gifts to others. Eventually, this led to sewing pillow cases and donating them to children who were hospitalized in the Janet Weis Children's Unit at Geisinger Medical Center in Danville, PA. Hence, it came as no surprise to anyone that Lois or "Grammy Bittner," as she is fondly referred to by all Bi-County's employees, volunteered to make the nursing aprons, when Nancy Bittner introduced them to her. Lois has made approximately 100 aprons for Bi-County in the past year. They come in a variety of patterns, bright colors, and pastels. Nursing moms love them because they discreetly cover babies while they nurse, making moms feel more comfortable while breastfeeding.

These beautiful, practical, incentive gifts are a big hit among nursing participants and Bi-County is very grateful for "Grammy Bittner's" contributions and talents. ■



*LOIS "GRAMMY" BITTNER*



## NEW JERSEY'S EAST ORANGE WIC PROGRAM CELEBRATES NATIONAL NUTRITION MONTH

By Olufunke Odedele, Chief Nutritionist

Although WIC participants and the community constitute the main focus of the events marking this year's National Nutrition Month theme of "Get your Plate in Shape," it also stirred up a lot of interest from the local agency staff. Beginning with the support staff through the nutritionist and breastfeeding staff to the coordinator, goal-setting relating to increased physical activity, weight loss, increased water consumption, decreased consumption of sweets and fats, decreased portion sizes, smoking cessation, and increased consumption of fruits and vegetable were focus areas during the month of March. Many chose to use the stairway in place of the elevator. Some even decided to use less sweetener in coffee or tea. By the end of the month, their efforts had started to yield positive and encouraging results. Some intend to continue with the goals they have set for themselves.

On the other hand, participants, caregivers, and their children/wards joyfully circled favorite fruits and vegetables from a broad list provided to them during intake, handing them over to the nutritionists for completion. This was done Monday through Wednesday of each week during the month of March, and on Thursdays, nutritionists tallied the most popular vegetables and fruits, the results of which were used to prepare bar charts, displayed on the wall in the beautifully decorated Nutritionists' Waiting Room. Recipes based on popular fruits and vegetables were highlighted and distributed. Nutritionists have taken it upon themselves to promote the less popular fruits and vegetables by teaching more about them. A model plate from ChooseMyPlate.gov was used for facilitated discussion, and copies of the plate were distributed to children and families to be colored to promote healthy eating in households. The bulletin board was appropriately decorated to reflect the message of the month.

During the last week of the month, a Montclair State University student, Ms. Sowemimo, who had been visiting the local agency to complete an assignment, taught a class on reading food labels. She used pre-and post-test questions to assess participants' understanding of what she taught. She also made it very interactive, using empty containers of foods from different food groups. Participants willingly got involved, some going home with free gifts such as lunch bags and coloring book and crayons provided by Healthfirst NJ. These were also distributed throughout the month as "good-bye gifts" to all children turning five-years-old. ■



Enjoying the festivities are (left to right) Chief Nutritionist Olufunke Odedele, Montclair State University student Ms. Sowemimo, and Breastfeeding Coordinator Cynthia Telfort.

## MARYLAND WIC'S "ARMS THAT SUPPORT MOTHERS" WINS AT THE COMMUNICATOR AWARDS

By Kim Holcomb

Director of the Special Projects Unit at Maryland Public Television

I'm happy to report the Maryland WIC's "Arms That Support Mothers" campaign has been recognized by the 18th Annual Communicator Awards and the International Academy of the Visual Arts.

The videos and the brochures each received the Award of Distinction. The MD WIC Program's breastfeeding peer counselors are amazing individuals, and the program is well designed, practical and inspiring. Thanks for the work that you all do! It was my pleasure to find out about your program and help to tell the story. Thanks for making such a difference in the lives of mothers and children, and families in Maryland. We know that even without external accolades, this was a great project... it's nice the judges think so, too. Thanks to the entire team that made it possible!

Here is some background info from The Communicator Awards: "The 2012 Communicator Awards featured an incredible pool of more than 6,000 entries, making it the largest and most prestigious award of its kind. Being honored with a Communicator Award is a remarkable accomplishment and a testament to the award winning work that you do. As a winner, you have the opportunity to show off your achievement to the world with the Communicator statuette. Each statuette is custom made by R.S. Owens, the producer of the Oscar and Emmy awards and serves as a lasting symbol of communications excellence." ■



## LOCAL VIRGINIA WIC PARTNERS WITH ROTARY CLUB FOR ADDITIONAL SERVICES

The Henry-Martinsville Health Department in West Piedmont (Virginia) Health District had a partnership with the Martinsville UpTown Rotary Club, since September 2011. The Martinsville UpTown Rotary Club received a literacy grant to provide books and story time to infants and children up to age 2 in the WIC Program. Story time was held in the main waiting room at the health department where a rug was available on which the children could sit. Rotarians asked the mothers to register as their children are given books. This allowed Rotarians to verify and document the number of books given out. The Martinsville UpTown Rotary Club also received additional funds that they used to purchase educational toys for the waiting room in the Henry-Martinsville Health Department.

The Health Department is very grateful for the partnership with the Martinsville UpTown Rotary Club; it has provided additional services to the WIC participants. ■



TOYS FOR TOTS — WIC staff admire the educational toys donated by the UpTown Rotary Club.

## WEST VIRGINIA'S MONONGALIA COUNTY HEALTH DEPARTMENT WIC PROGRAM INTRODUCES THE SHOPPING MATTERS™ PROGRAM IN NUTRITION EDUCATION

By Jamie Chapman, Local Agency Outreach Coordinator

The Monongalia County Health Department WIC Program is working in conjunction with the Shopping Matters Program™. Building on its proven success teaching families how to cook and eat healthy on a budget, Share Our Strength's Cooking Matters™ now has a new line of tools, called Shopping Matters™. Shopping Matters - is a free, guided grocery store tour that offers hands on learning experience which focuses on foods available in the WIC food package.

During a Shopping Matters tour, participants learn information and practical skills that help them: 1) understand how to purchase fruits and vegetables with their WIC produce cash value vouchers, 2) save money by comparing unit prices, and 3) make healthier choices by reading food labels and ingredient lists. The WIC Nutritionist facilitator-led tour also has a facilitator's guide, complete with planning tips, talking points and activities, as well as handouts, recipes and incentives for tour participants.

The Monongalia County Health Department WIC Program has hosted 15 shopping tours at 5 locations. Walking in our WIC participants' shoes has clearly taught us a valuable lesson! We believe using hands-on nutrition education techniques helps us to better serve WIC participants. ■



*FRESH CHOICES — WIC Nutrition Supervisor Brenda Fisher (left photo) encourages participants to try seasonal fresh fruits while Nutritionist Renee Stonebraker (right photo) explains how to get the most fresh produce with a WIC cash value voucher.*

## PENNSYLVANIA'S ADAGIO HEALTH OFFERS NUTRITION EDUCATION KIOSK-STYLE

By Barbara Jinar, Nutrition Outreach Coordinator, Adagio Health WIC Program

Kiosks have made their way in recent years into the public arena, such as hospitals, airports, and grocery stores to facilitate customer service. The Pennsylvania Adagio Health WIC Program, along with nine pilot PA WIC local agencies, has implemented this same approach by partnering with JPMA, a Denver-based software solutions firm, to offer WIC participants technology-driven nutrition education. Thirty-four kiosks (computer touch screens) designed especially for WIC nutrition education, have been placed in six main offices and 23 satellite locations. JPMA has produced over 44 nutrition educational modules for the WIC participants to view. The modules range in topic from general health and nutrition, to prenatal, breastfeeding, infants, and feeding toddlers.

Participants have the option of completing their nutrition education either at home through Adagio Health's website, [www.wicnet.net](http://www.wicnet.net), or by using the kiosk at their scheduled WIC appointment. A five-question pretest is taken at the beginning of each module. Each module is approximately 3-5 minutes in length. At the conclusion of the module the identical five questions are used as a post test to measure learning outcomes. The kiosk prints out a paper receipt that has the correct and incorrect questions for the participant so the WIC staff can review with them as well as their individualized goals. This method of education does not replace the individual education for the high-risk participants. The kiosk nutrition education is on the cutting edge and Adagio Health is glad to offer this new technology to their WIC participants. ■



*WIC KEEPS UP WITH TECHNOLOGY— Adagio Health Breastfeeding Counselor Christie Gregg uses the kiosk.*



## VIRGINIA BEACH WIC AD RUNNING ALL OVER TOWN

In an effort to inform the public about the WIC Program, the Virginia Beach WIC Program started an advertisement campaign. We have a large advertisement on an HRT (Hampton Roads Transit) vehicle that will run for one year.

The advertisement was started in December 2011 and promoted to WIC clients and staff members through the Virginia Beach Facebook page. We asked them to tell us – “Where in the World is the WIC bus?” The bus has been spotted all around the Tidewater area, and several participants and staff members submitted photos of the bus displaying the advertisement and telling us where they spotted it. We asked them to be on the look-out for the bus displaying our advertisement. We are hoping that this advertisement will make the WIC Program more visible to current and prospective clients. We are always looking at ways that we can increase our caseload. We are pleased with the ad and believe it has had an impact on attracting clients to the WIC Program. ■



*I SPY THE WIC BUS — Staff and participants alike are on the look-out for the Virginia Beach WIC bus advertisement.*

## MEET WEST VIRGINIA WIC'S NEW STATE OUTREACH COORDINATOR

By Heidi Staats, State Outreach Coordinator

The opportunity to return to work in the WV WIC Program after a two-year absence presents an enlightening second opportunity for me to learn from some of the best minds in public health. I am honored to join a grand tradition of nutrition services this program brings to so many West Virginia families.

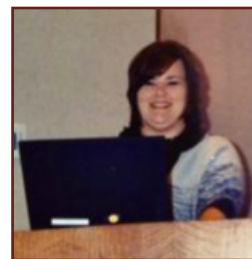
What I hope to offer the WV WIC Program is my experience, visionary skills, and knowledge of social services. I have been a member of the Bureau for Public Health since 2005. In my former "life," I have been the director of the Children with Special Health Care Needs Program; state outreach coordinator with the WV WIC Program; a Child Protective Services investigative worker; a substance abuse therapist for an adult residential treatment facility; a developmental specialist with the WV Birth to Three Program; a clinical team leader for a home-based family preservation organization; a service specialist with a treatment foster care agency; and, I still succeed at single parenthood.

Many years ago I learned an important lesson from my grandfather. He told me his secret to success was to "Look at each day as a new opportunity to be your very best. Set high goals, be honest, and work with people who share your passion for doing their best." I've always remembered that advice and try to live it every day. I am excited to cultivate this in the WIC Program as the new outreach coordinator. I want to acquire new skills, new knowledge, and new insights into the magical chemistry of the Program, Medical Community and Outreach Network as we move forward to nurture and foster the healthy, happy and safe development of every child.

The vision for my first year within WIC is to improve caseload planning and management. My objectives include:

- Increase understanding of the estimated number of eligible clients in the state
- Identify the number and type of clients participating in the program in each county
- Measure each county's program participation in relation to the estimated number of eligible clients
- Identify areas of the state that are currently underserved, i.e., where participation rates compared to estimated eligible clients fall below the average percentage for similar counties and for the state as a whole
- Project areas of the state where the number of estimated eligible clients is increasing.

I am anxious to begin my journey here – again. I look forward to contributing to the WIC Program, and all aspects of my position, for many years to come. ■



*HEIDI STAATS*

## VIRGINIA'S PENINSULA WIC PARTICIPATES IN CAREER DAY AT LOCAL SCHOOL

Virginia's Peninsula WIC was recently invited to participate in Lee Hall Elementary School's Annual Career Day, in which various careers were recognized. Each presenter was given a 15-minute session in which to present their career. Seven volunteers, including WIC Nutritionist Faith Allen, set up displays in the classrooms and the students had to guess what their careers were. As a part of Ms. Allen's presentation, she explained the training necessary for her career, how school subjects relate to her career, and why she chose that career. The audience consisted of students from grades 3-5, along with their teachers. In addition, the event provided an excellent opportunity for Ms. Allen to expound on the relationship between Nutrition and the WIC Program; as well as for the students to learn about different careers and job opportunities within the community. ■



*FAITH ALLEN*



*CLASS IN SESSION – Students and teachers listen, while WIC Nutritionist Faith Allen makes her presentation.*

## HEALTHFIRST NEW JERSEY SPONSORS A HOLIDAY CHEER EVENT AT EAST ORANGE WIC

Last December, Healthfirst NJ arranged a visit by Santa Claus to East Orange WIC's main office. Holiday activities included games, giveaways, and refreshments provided by the health insurance company. Photos of Santa with the children were taken and presented to the families. Local agency staff also took photos with Santa. A pre-holiday toy was given by Santa to each child, lighting up their faces with smiles. ■



*TIS THE SEASON – Visiting with Santa are East Orange WIC staff (left to right) Joan Dupuis, Olefunke Odedele, Annie Mathews, Elin Griffith-Waithe, Marva Johnson, Toni Jackson, Shanta Watson, Ishmaine St. Flourant, and Velma Caines.*

## PENNSYLVANIA'S BI-COUNTY WIC HOSTS FARMERS' MARKET COUPON DAY TO KICK-OFF SEASON

By Laurie Huff, IBCLC, WIC Nutritionist, Outreach Coordinator

Every spring, Pennsylvania's Bi-County WIC Program nutritionists are frequently asked, "When will we be getting Farmers' Market Coupons?" by WIC participants eagerly anticipating their arrival. The fruits and vegetables are obviously important to clients; however, "Farmers' Market Coupon Day" also plays a role in the enthusiasm among the participants. For the past 10 years, our agency has been making the distribution of coupons into a fun event. This special day originally began as an alternative option for those who typically would not receive their coupons until their regularly scheduled WIC appointment in July or August. Issuing them early in June helps participants get a "jumpstart" on using their coupons, and allows them a longer period of time to use them.

Since its inception, "Farmers' Market Coupon Day" has evolved into an event the whole family enjoys. Throughout the day clients are seen at timely intervals and instructed about using the coupons, market locations and of course, the best part... tasting new recipes!

Participants are served samples of locally grown fruits and vegetables prepared by WIC staff using some of their favorite recipes. This exposes clients to a wider variety of PA grown produce and encourages them to try new foods at home.

This year, Bi-County held two distribution days, one at its largest site and another at a satellite clinic. Both days were successful and over 150 sets of coupons were issued. Farmers' Market Distribution Day is so successful and will remain an annual tradition for Bi-County WIC participants! ■



*TOO GOOD TO WAIT — The Halstead brothers and sisters enjoying watermelon.*



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